

In the heart of Lakewood

Developer Meeting

February 28th, 2017 **Bryce Sylvester**, Director Planning & Development



Today's Agenda

1:30 - Welcome

1:40 - The RFQ: Key Details & Common Questions

2:00 - Question & Answer

2:30 - Site Visit: Old Wing of Hospital & Curtis Block

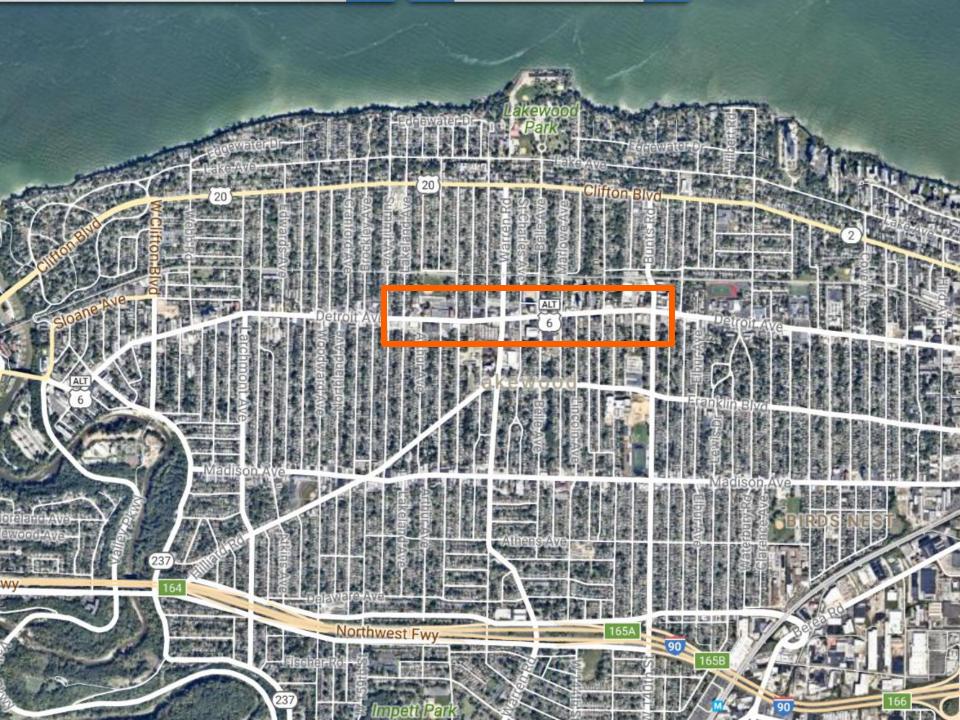
3:45/4:00 - Adjourn

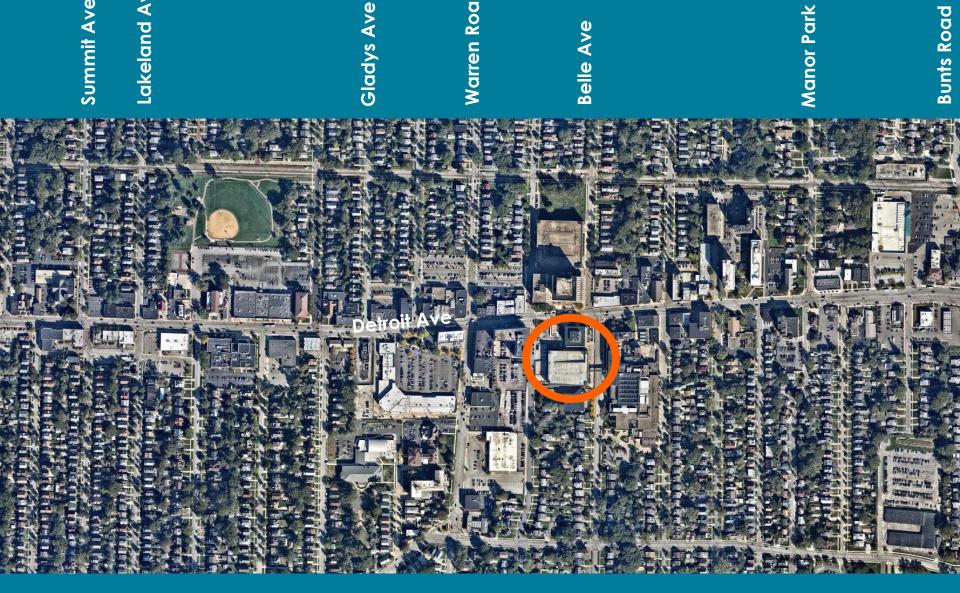
Primary Goal of Today

Discuss key details of the RFQ, answer questions, and visit the site.

Primary Goal of the RFQ

To find and select the most qualified and best partner to develop the nearly 6-acre site in a manner that provides the maximum benefit to Lakewood.



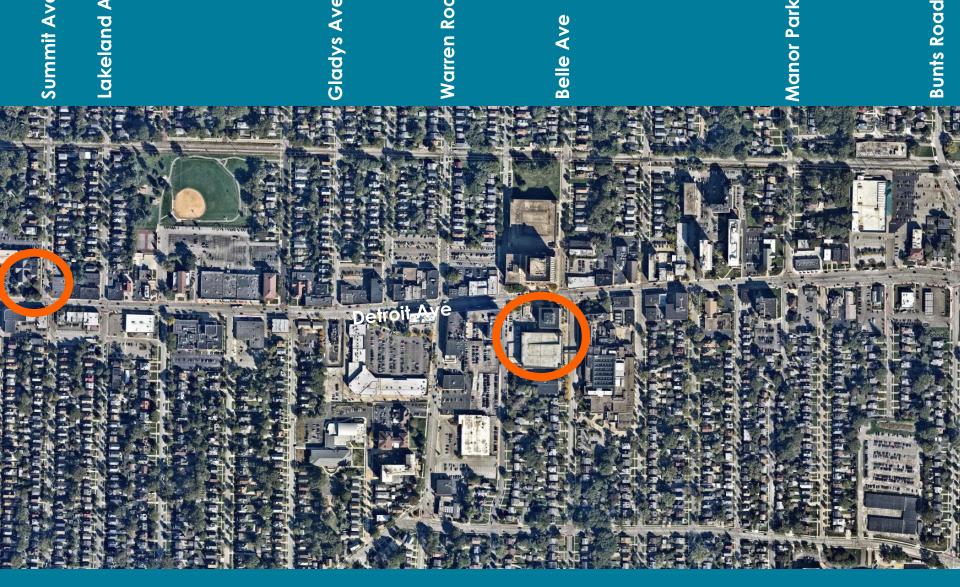


Cleveland Clinic Family Health Center



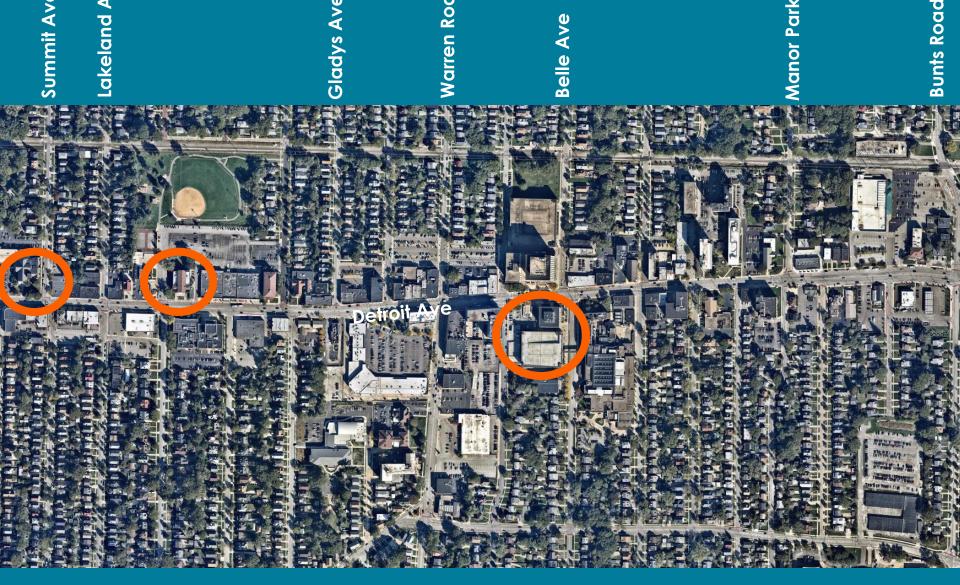






Premier Physicians





Roundstone Insurance





Lakewood Center North Conversion













Westerly: Phase 3

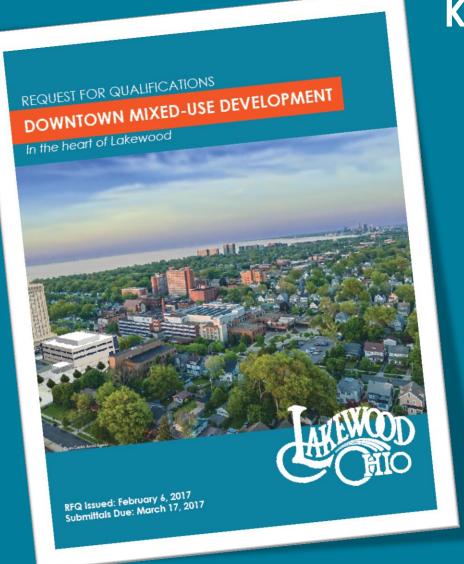




The Site

The process is built to provide a framework for developers to propose creative ideas, that are market receptive, and provide maximum benefit to Lakewood.





Key elements of the RFQ

August 2015



First Community Visioning Meeting about the Site



First Community Visioning Meeting about the Site



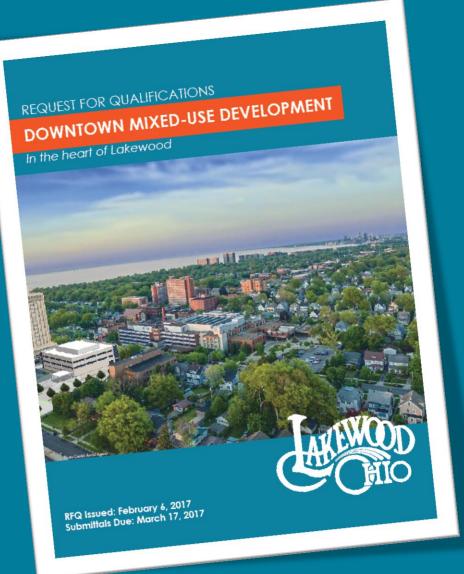
the objective of the RFQ process is to select a private developer or development team that will deve it with the City's Community Vision. Additionally, the development must be consistent with tial Design Guidelines and fitting with the compact, walkable character of Downtown

- A transformative mixed use development that meets community housing, employment, shopping, and service needs, including growth opportunities for existing Lakewood businesses.
- Creatively integrate visionary architecture engaging and complimentary of the character and quality of Lakewood's building stock, including design characteristics of the original Hospital building. Relate to and activate the streetscape to generate street level activity, and provide a safe, inviting
- Serve multiple modes of transportation on site, while meeting realistic vehicle parking needs.
- Design Lakewood's finest multi-functional outdoor community gathering space.
- Position the development to respond to shifting market conditions. Recognize and restate the historical significance of the site for the community in built form.
- Support environmentally sustainable development practices, including innovative storm water management techniques and energy efficient building practices that go beyond code requirements.
- Sensitivity to the directly adjacent single-family neighborhood.
- Promote joint venture partnership structures to achieve a catalyst economic development project Promote joint ventore partnership structures to achieve a catalyst economic development that builds upon the real estate development momentum in Downtown Lakewood.
- Attract diverse businesses that provide residents with a wide range of opportunities.
- Provide housing types that compliment available community housing options.
- Business terms that deliver tangible returns on public investments, including job creation, tax revenue.

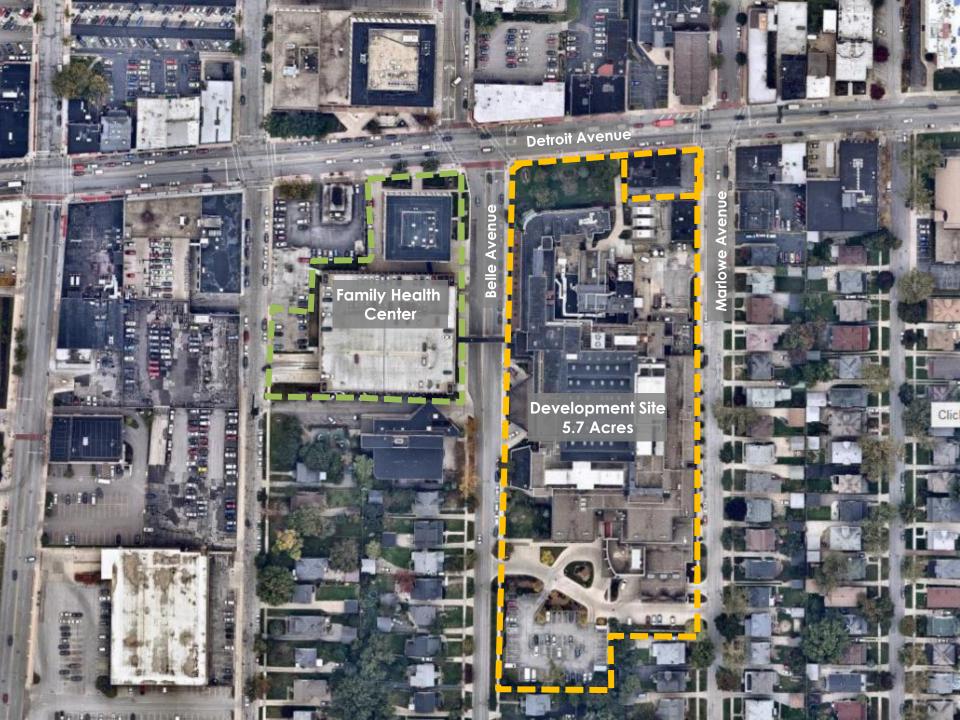


13 Development Objectives were created by combining feedback from the community meeting in August 2015, the Community Vision, and the Commercial Design Guidelines.

Development teams will be required to address and respond to these Objectives throughout the process.

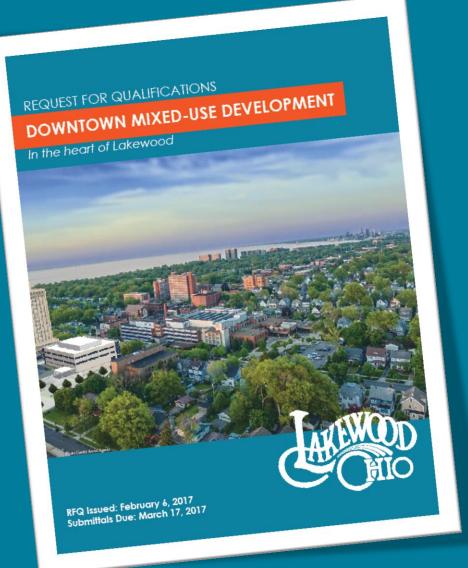


The Site





Full rehabilitation and adaptive reuse of the historically designated Curtis Block building



Selection Process

Round 1

Resumes & References

Round 1 Submission Requirements

Project Team – Description of all team members (developer, architects, designers, financers, construction team)

Relevant Experience – Comparable projects completed with site plans, project schedules, roles of the team, ownership-structure

Approach – Anticipated timeline for planning, design, financing, construction, and operation; Response to the Economic & Real Estate Market Analysis

Financials – Capability to finance a project, and proposed financing structure

References – Financial references, and public entity references required

Round 1 Selection Process

An advisory panel made up of Lakewood residents with expertise in the fields of planning, real estate development, finance, architecture and design will assist the city during the interview process.

Round 1 Selection Process

- Debbie Berry, VP of Planning & Real Estate Development at University Circle Inc.
- Tom Einhouse, VP of Facilities & Capital at Playhouse Square at Playhouse Square
- Sean McDermott, Chief Planning & Design Officer at Cleveland Metroparks
- Sam O'Leary, President of Lakewood City Council
- Joe Stewart, Retired Real Estate Executive at Jacobs Real Estate
 Services
- Bryce Sylvester, Director of Planning & Development at City of Lakewood

Round 1 Selection Process

Evaluation Criteria will be based on:

- Ability to meet the Development Objectives
- Project team
- Relevant experience
- Approach
- Financial strength
- Qualitative Feedback

The objective of the RFQ process is to select a private developer or development team that will develop the Site consistent with the City's Community Vision and Development Objectives.

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consistent with the Ory		
Development Team:	14 of the process.	
Panel Member:	which putline expectations for Round 1 of the process.	inel-

- Please refer to the submission requirements (provided) which outline expectations for Round 1 of the process. • Bullets below the categories are meant to help define the category and are not necessarily questions to be asked by the panel.
- Rating- During the Interview Rate each firm from 1-10 with 10 being the highest, 5 being average, 1 being the lowest.
- Weight- Do not apply the weight to your rating. The pre-determined weights will be applied in a summary sheet. Qualitative Feedback-This section will help differentiate teams based on additional feedback from the panel.

RATING

- Key staff members' background and experience; Project Team
- Team members (if any) background and experience;
- Project manager(s)' background and experience

- Company's background and experience in the field; Relevant Experience
- Company's experience with projects of similar size and scope;
- Company's experience working with jurisdictions and implementation; Company's capability to reallocate resources effectively as needed to meet project schedule and needs.

Approach

- How does the developer work in community vision, community engagement, development objectives?

- What is the developers capability to finance a project of scale? Financials
- Does the developer demonstrate keen awareness of financial markets and funding a layered

finance package for the project?

QUALITATIVE FEEDBACK

Evaluation Criteria

Round 1 Selection Process

Finalists selected through a rigorous evaluation of qualifications will be asked to create a vision of what future opportunities may look like.

Round 2

Site Proposals & Financing Plan

Round 2 Submission Requirements

Round 2 proposals will include the following:

- Preliminary design concepts & site plan
- Detailed financing strategy
- Economic & fiscal impact analysis job creation,
 tax revenue, property values, etc.
- Product mix (e.g. office, residential, retail, etc.)
- Detailed development schedule

Round 2 Selection Process

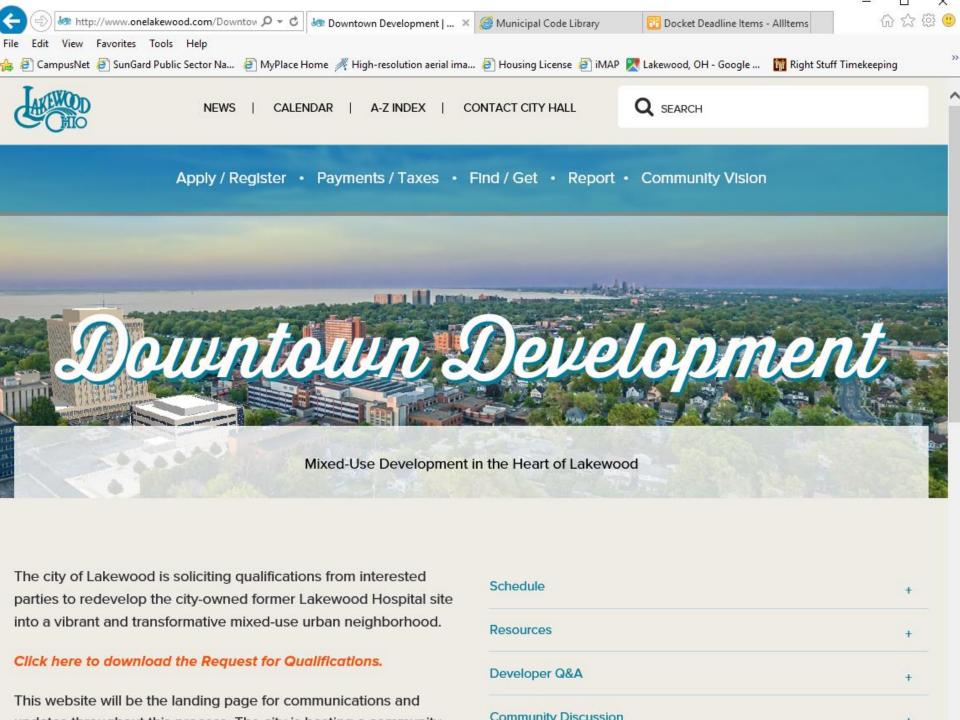
Development teams will be evaluated by the citizen led advisory panel on their ability to respond to Round 2 Submission Requirements.

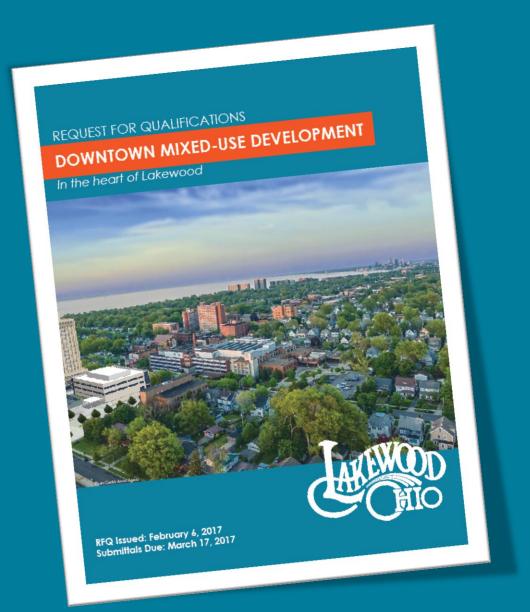
Following review and evaluation of Round 2 proposals, the city will begin conducting due diligence about the final proposals and development teams.

Round 2 Selection Process

A recommendation will be made to City Council in the fall of 2017 on the most qualified Development Team to partner with in order to provide maximum benefit to Lakewood on this Site.

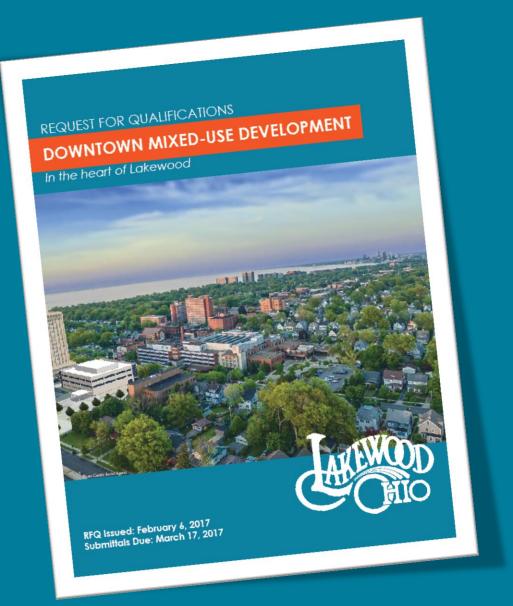






At the end of this process the city will have identified the most qualified and best partner to develop the nearly 6-acre site.

February 2017 – Fall 2017



Fall 2017

The development team selected through this process will engage in robust community dialogue about site plans and programming, design of buildings, zoning, landscaping, parking, and more.

Numerous meetings with City
Council, Planning Commission,
Architectural Board of Review, as
well as separate community
meetings will take place to help
implement what is proposed into
built form.

- When is the earliest demolition can start?
 - Fall 2018

- Has a hazardous material survey been conducted?
 - The City has released an RFP, and will begin the survey soon.

- How should the developers approach parking?
 - Parking requirements are based on the needs of the development, the context of the neighborhood, and are flexible.
 - Take cues from Chapter 1143 of the parking code.
 - It will be part of the Planned Development zoning process.

- Is the City interested in preserving all or part of the old wing of the hospital?
 - Recognize and restate the historical significance of the site for the community in built form.
 - Rely on your vision and interpretation on how best to achieve this objective

- What should be submitted for financials?
 - Capability to source the capital necessary to successfully fund and/or finance the project.
 - Anticipated financing structure

- What financial incentives will the City provide?
 - The City will review partnership structures in Round 2.
 - The City is in a strong position as the land owner.

Summary

- The Development Objectives, the Community Vision, and the Commercial Design Guidelines are cornerstones of the process.
- Deadline: March 17th @ 12 pm



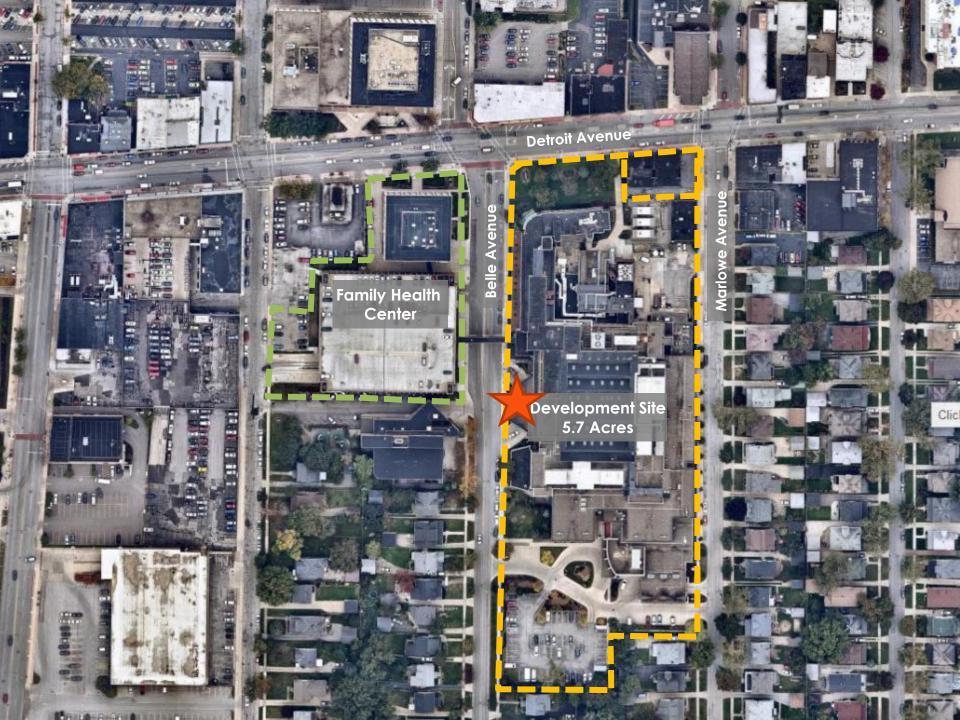


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Resources

Economic & Real Estate Market Study, 4Ward Planning

Planned Development Zoning: Chapter 1156

Phase I Environmental Site Assessment for the Site

Community Vision

Commercial Design Guidelines

Hotel Analysis Conducted in 2013

Cleveland Clinic Family Health Center Approved Plans

Parking Code: Chapter 1143

Curtis Block Resources